

Mr. Langdon Morris
Director, Innovation PwC

Langdon Morris was named Director at PwC in 2012 and leads an innovation consulting practice within its Strategy Group. His work focuses on developing and applying advanced methods in innovation and strategy to solve complex problems with very high levels of creativity.

As co-founder and partner of InnovationLabs LLC, Morris is recognized as one of the world's leading thinkers and consultants on innovation, and his original and ground-breaking work has been adopted by corporations and universities on every continent to help them improve their innovation processes and the results they achieve.

His breakthrough white paper, Business Model Warfare is a landmark in the field, and is used as a standard reference at universities and corporations worldwide. His book Fourth Generation R&D, coauthored with William L. Miller, is considered a classic in the field of R&D management, and his more recent Permanent Innovation is recognized as one of the leading innovation books of the last 5 years.

He is formerly Senior Practice Scholar at the Ackoff Center of the University of Pennsylvania. He has also taught MBA courses in innovation and strategy at the Ecole Nationale des Ponts et Chaussées in Paris and Universidad de Belgrano in Buenos Aires, and has lectured at universities on 4 continents, including Rochester Institute of Technology, Chaoyang University of Technology (Taiwan), Conservatoire Nationale des Arts et Métiers (Paris), University of Colorado, University of North Carolina, and Shanghai Jiao Tong University (China).